

06-12-2001

Docket No.:

1564.000



101745336

Attached original documents or copy thereof.

To the Honorable Commissioner of Patents

1. Name of conveying party(ies):

Jewelry Mfg. Co., Inc.

5-29-01

- Individual(s)
- General Partnership
- Corporation-State New York
- Other

- Association
- Limited Partnership

Additional names(s) of conveying party(ies) Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: May 3, 2001

2. Name and address of receiving party(ies):

Name: JewelAstoria, Inc.

Internal Address: _____

Street Address: 31-00 47th Avenue,

City: Long Island City State: NY ZIP: 10018

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State New York
- Other

If assignee is not domiciled in the United States, a domestic designation is Yes N
(Designations must be a separate document from Additional name(s) & address(es) Yes N

4. Application number(s) or registration numbers(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

See U.S. regs. on attached Schedule A



05-29-2001

U.S. Patent & TMOs/TM Mail Rpt Dt. #34

Additional numbers Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Jane Linowitz, Esq.

Internal Address: Levisohn, Lerner, Berger & Langsam

Street Address: 757 Third Avenue, Suite 2400

City: New York State: NY ZIP: 10017

6. Total number of applications and registrations involved:.....

16

7. Total fee (37 CFR 3.41):.....\$ \$360.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

In case of deficiency or overpayment: 02-2105

DO NOT USE THIS SPACE

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06 05:432 35.00 00 020.00 00

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Jane Linowitz

Name of Person Signing

Jane Linowitz

Signature

May 25, 2001

Date

Total number of pages including cover sheet, attachments, and

3

TRADEMARK

Astoria Jewelry Mfg. Co., Inc. - U.S. Trademarks

TRADEMARK	OWNER	REG/SER#	STATUS
AJ and Design	Astoria Jewelry Mfg., Inc.	743,406	Registered
AJ	Astoria Jewelry Mfg., Inc.	1,933,175	Registered
AJ	Astoria Jewelry Mfg., Inc.	1,238,233	Expired
ASTORIA	Astoria Jewelry Mfg., Inc.	2,035,075	Registered
ASTORIA	Astoria Jewelry Mfg., Inc.	1,245,238	Expired
ASTORIA	Astoria Jewelry Mfg., Inc.	983,896	Expired
EDEN ROC CREATIONS	Astoria Jewelry Mfg., Inc.	74725,883	Abandoned
ENGAGING COLOR	Astoria Jewelry Mfg., Inc.	2,204,940	Registered
ERC Stylized Letters	Astoria Jewelry Mfg., Inc.	834,011	Registered
LA TRIOMPHE <THE TRIUMPH>	Astoria Jewelry Mfg., Inc.	1,837,374	Registered
MR. Z and Design	Astoria Jewelry Mfg., Inc.	1,184,694	Registered
NATURAL COLOR	Astoria Jewelry Mfg., Inc.	75/085,006	Abandoned
NATURAL-FIT	Astoria Jewelry Mfg., Inc.	2,014,516	Registered
NATURAL-FIT GEMS	Astoria Jewelry Mfg., Inc.	75,011,701	Abandoned
NATURAL-FIT NATURAL COLOR	Astoria Jewelry Mfg., Inc.	75/085,005	Abandoned
NINA SCOTT	Astoria Jewelry Mfg., Inc.	1,685,223	Registered

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ASSIGNMENT

This Trademark Assignment ("Assignment") is made the 3rd day of May, 2001, between Astoria Jewelry Mfg. Co., Inc., a New York corporation, ("Assignor") having an address at 31-00 47th Avenue, Long Island City, 11101, and JewelAstoria Inc., a New York corporation, ("Assignee") having an address at 119 West 40th Street, New York, NY 10018.

WHEREAS,

I. Assignor has used and is the owner of certain trademarks identified in Schedule A hereto, together with common law rights therein (hereinafter, the "Trademarks"); and

II. The Trademarks are the subject of federal registrations, applications or oppositions, details of which are set out in Schedule A hereto; and

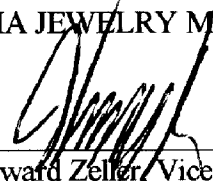
III. Assignor has agreed to assign to Assignee all rights of Assignor in the Trademarks, including all property, right, title and interest in and to the Trademarks, including the registrations, applications or oppositions listed in Schedule A hereto, and the goodwill associated therewith.

NOW THIS DEED WITNESSETH AS FOLLOWS:

For good and valuable consideration (the receipt and sufficiency of which is hereby acknowledged), Assignor hereby assigns and conveys to Assignee all Assignor's rights in the Trademarks, including all property, right, title, and interest in and to the Trademarks, and the registrations, applications for registration or oppositions listed in Schedule A hereto, the common law rights therein, the goodwill associated with the business in which the Trademarks are used, to hold the same unto Assignee absolutely.

IN WITNESS WHEREOF, Assignor has executed this Assignment the date and year first written above.

ASTORIA JEWELRY MFG. CO., INC.

By: 
Howard Zeller, Vice President

STATE OF NEW YORK)
) ss.:
COUNTY OF NEW YORK)

On this 3rd day of May, in the year 2001, before me personally came HOWARD ZELLER, to me known, who, being by me duly sworn, did depose and say that he resides at 8 Hill Lane, Roslyn Heights, New York 11577; that he is the VICE PRESIDENT of ASTORIA JEWELRY MFG. CO., INC., the corporation described in, and which executed the above instrument; that he signed his name thereto by authority of the Board of Directors of said corporation.

Gerard R. Luckman
Notary Public, State of New York
No. 02LU5048644
Qualified in Nassau County
Commission Expires August 28, 2004

